



City of Brookhaven Comprehensive Plan 2034

Public Involvement Plan

Overview

Effective outreach educates all citizens on how they can be involved in developing plan outcomes and encourages participation in the development of the Brookhaven Comprehensive Plan. It is immensely important to promote the Comprehensive Plan to the public and to provide an opportunity for input during the plan development process from start to finish. This strategy details the many effective outreach techniques that can be implemented and how community stakeholders can be engaged. The methods are designed to give the public multiple avenues to provide input into the process at key project milestones.

Key Stakeholders to Engage

There are a number of key stakeholders that will be engaged in some way throughout the planning process. Elected officials, City staff, residents and civic associations, business owners and property owners, places of worship, and social service agencies are among the many integral entities to involve. This planning process will be led by four teams:

- Project Management Team - includes City staff and the Consultant Team
- Consultant Team - includes Jacobs Engineering (project management, planning), Market Street Services (economic development, demographic analysis) and Sycamore Consulting (public engagement)
- Comprehensive Plan 2034 Steering Committee
- General public - includes residents, business/property owners, places of worship, agencies, institutions and others with an interest in the future of Brookhaven

Study Database

Effective outreach educates citizens on how they can be involved in developing plan outcomes. This planning effort will utilize Brookhaven's existing database of community contacts to alert the public about the Comprehensive Plan and opportunities to become involved. Additionally, the Consultant Team will collect contact information from individuals who attend meetings, workshops and open house events. With their permission, this information will be shared with the Brookhaven Communications Department for inclusion in the overall study database.



Key Person Interviews

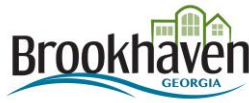
At the onset of the project, the Consultant Team will conduct interviews with key stakeholders. Key Person Interviews will promote a clear understanding of the community as well as goals and objectives for the City of Brookhaven from differing perspectives. A list of interviewees will be developed by the Consultant Team and submitted to the City of Brookhaven for review. Potential interviewees may include the following:

- Planning Commission Chairperson
- Mayor and City Council members
- City Manager
- Assistant City Manager/Director of Community Development
- Police Chief
- Public Works Director
- Parks and Recreation Director
- Neighborhood Representatives
- Board of Education
- Latin American Association
- Economic Development contacts

Interviews will be conducted one-on-one or in small groups sharing similar interests and will utilize a prepared questionnaire that includes a range of discussion points relevant to each person's role(s) within the community. Interviews will be completed by mid-May in order to ensure concise and timely feedback. Follow up telephone interviews can be held if stakeholders are unavailable during the interview dates/times. Up to 15 key person interviews will be conducted. The Consultant Team will summarize all feedback heard during the interviews into a Common Themes Report ensuring anonymity of the interviewees and their responses.

Community Survey

Early in the planning process, an online community survey will be distributed electronically to the entire study database. The online survey will be an efficient way to collect feedback from the general public about their vision for the Brookhaven Comprehensive Plan study area. Information collected from initial technical analysis and Key Person Interviews as well as initial Steering Committee meetings will help shape the survey content. The survey will remain open for a total of 4 weeks. The Consultant Team will provide a summary of the survey results for posting to the City website and public review.



Meetings with the Steering Committee

The Steering Committee will play an integral role in relaying community needs to the Project Management Team as well as communicating details of the planning efforts to the general public. The Steering Committee will also be instrumental in providing insight into the best ways to engage the public throughout the process in a structured format geared towards reviewing information, providing ideas and feedback. Meeting dates for the Steering Committee are as follows:

- Meeting 1: March 27, 2014 | 10:30 AM - 12:30 PM | Brookhaven Municipal Court
- Meeting 2: May 6, 2014 | 10:30 AM - 12:30 PM | Brookhaven City Hall (Community Room)
- Meeting 3: May 29, 2014 | 6:00 - 8:00 PM | Brookhaven City Hall
- Meeting 4: June 26, 2014 | 6:00 - 8:00 PM | Brookhaven City Hall

The Consultant Team will handle all Comprehensive Plan Steering Committee logistics including meeting reminders to Committee, venue set-up, printing of meeting handouts, easels, projector and screen, name badges, sign in table, markers, flipcharts, and other documentation items. The Consultant Team will facilitate all meetings and will document and summarize all meetings.

In addition to these four meetings, joint steering committee meetings will be held to allow for coordination among parallel planning efforts with the steering committees of parallel planning efforts (Parks and Recreation Master Plan, Comprehensive Transportation Plan, and the Buford Hwy Improvement Plan and Economic Development Strategy) on the below dates. These meetings will be informational in nature to communicate with the committees input being shared among planning efforts and other coordination occurring between the related efforts:

- Joint Steering Committee Meeting 1 (Comprehensive Plan 2034, Parks and Recreation Master Plan, Comprehensive Transportation Plan, and the Buford Hwy Improvement Plan and Economic Development Strategy): April 24, 2014 | 7:00 - 8:00 PM | St. Martins Episcopal Church
- Joint Steering Committee Meeting 2 (Comprehensive Plan 2034 and Comprehensive Transportation Plan): June 12, 2014 | 6:00 - 7:00 PM | Brookhaven City Hall

Meetings with the General Public

Obtaining input from the general public is a key component of this planning process. Meetings will take different formats depending on the information that needs to be shared and collected at a given stage in the process. The public will have several formal opportunities to become informed and engaged which include:

- Public Hearing #1: Kick Off with Council - April 22, 2014 | 7:00 PM | Brookhaven Municipal Court



- Visioning Workshop - May 15, 2014 | 6:00 - 8:00 PM | St. Martins Episcopal Church (Gable Hall)
- Needs & Strategies Workshop - June 9, 2014 | 6:00 - 8:00 PM | Brookhaven City Hall
- Open House - July 21, 2014 | 6:00 - 8:00 PM | Brookhaven City Hall
- Public Hearing #2: Planning Commission - July 23, 2014 | 7:00 PM | Brookhaven City Hall
- Public Hearing #3: Council - August 12, 2014 | 7:00 PM | Brookhaven City Hall
- Public Hearing #4: Council Adoption Hearing - October 21, 2014 | 7:00 PM | Brookhaven City Hall

The Consultant Team will handle logistics of all general public engagement opportunities including meeting reminders to the Brookhaven Communications Department for distribution to the public, venue set up, printing of meeting handouts, easels, projector and screen, name badges, sign in table, markers, flipcharts, and other documentation items. The Consultant Team will facilitate meetings and will document and summarize all general public engagement opportunities.

Other Public Engagement Tools & Techniques

In addition to the interactive outreach methods detailed above, the Consultant Team will also employ the following tools and techniques throughout the process to inform and engage:

- **Printed Materials** - Graphic flyers will be developed in advance of each public engagement opportunity and submitted to the Brookhaven Communications Department for distribution to the City's email distribution list. Hard copies of the flyer can also be produced and made available to the Steering Committee and City to assist in the distribution of announcements throughout the City. The Consultant Team will aim to have all flyers finalized a minimum of 2 weeks in advance of each meeting.
- **Community Kiosks** - Non-staffed poster-sized displays that promote the public process can be placed on easels in highly visible and commonly visited locations such as City Hall, shopping plazas, libraries and community centers, or during community events like festivals or farmers markets. They are most effective when placed in advance of upcoming community engagement opportunities. Steering Committee Members can be particularly helpful in this endeavor by identifying key locations and taking responsibility for the coordination, delivery and retrieval of the kiosks. Up to 12 displays will be placed throughout the community at two strategic milestones during the project timeline for a total of 24 kiosks throughout the process.
- **Media Releases** - Media releases will be drafted and submitted to the Brookhaven Communications Department for distribution to the City's media outlets. A media release will be prepared and submitted a minimum of 2 weeks in advance of the two public workshops and Open House for a total of three (3) releases. The City will



handle advertising public hearings related to the Comprehensive Plan via its regular announcement process for hearings.

- **Website** - The Consultant Team will take advantage of the existing City of Brookhaven website and webpage dedicated to Comprehensive Plan 2034.
 - General information about the study including an overview of the process, anticipated outcomes, and a schedule will be provided for addition to the existing webpage dedicated to the Comprehensive Plan process.
 - Flyers and other public information will be submitted to the Communications Department for placement on the website in advance of public engagement opportunities.
- **Social Media** - The Consultant Team will take advantage of the existing City of Brookhaven social media outlets including the Facebook page, Twitter feed, and YouTube channel.
 - Flyers and other public information will be submitted to the Communications Department for placement on the Facebook page and Twitter feed in advance of public engagement opportunities.
 - Scheduled content will be submitted for placement on the Facebook page and Twitter feeds.
 - PowerPoint presentation slides from public meetings will be submitted for posting to the City's YouTube channel to the extent that it is available.

Additionally, information will be submitted to the Brookhaven Patch online events calendar and to the Atlanta Regional Commission for inclusion in its regular Community Engagement newsletter.

- **Language Services** - The Consultant Team will assist the City in providing translated (Spanish) flyers upon request. Interpretation services can also be made available for public engagement opportunities as needed.

Key Deliverables

The following are key deliverables described as a part of this Public Involvement Plan:

- Steering Committee meeting minutes
- Summary of Key Person Interviews
- Summary of meetings with the General Public
- Summary of Community Survey
- Printed materials (flyers)
- Community kiosks
- Media releases
- Social media content (website, Facebook, Twitter, YouTube)
- Language Services